

Fruited Educator Crackers

Made from Educator Flour and Sultana Fruit, thus combining the perfect food properties of the wheat kernel and the fascinating flavor of the fruit. Nothing is used but the finest grade of Raisins, carefully selected and thoroughly cleansed, and the best quality of creamery Butter for shortening, thereby assuring you of an absolutely clean, healthful and palatable fruit cracker.

40c Per Box

PEPPERMINT CHOCOLATE WAFERS

A delicious cream Wafer coated with the finest chocolate, just received—

10c and 25c Boxes

Green Tomatoes

We can furnish you selected Green Tomatoes this week for pickling at
4c per pound.

Port Lavaca Fresh Oysters

We will make a specialty of fine Oysters this season.
35c and 50c per can

WATSON'S GROCERY

HEADQUARTERS FOR FRESH FRUITS AND VEGETABLES
Phone 151. 210-212 Texas St. Auto 1151.



EL PASO MERCHANTS

Who Make Prompt Responses TO TELEPHONE CALLS.



EL PASO TRUNK FACTORY

Trunks, Bags and Leather Goods Made, Repaired and Exchanged.
We store goods. Opp. Postoffice, across Plaza

Bell 408 & 629 DRUGGISTS Auto 1068
A. E. RYAN & CO. 212 SAN ANTONIO ST.

OPEN ALL NIGHT.

LUMBER

BURTON-LENGO CO., FIRST & KANSAS STS. BELL 50; AUTO 1050

WE REPAIR EVERYTHING.

Key and Lock Work, Guns, Pistols, Umbrellas and Bicycles. Agents Cleveland Bicycles and Emblem Motorcycles. Record: Chicago to New York, 999 miles, in 35 hours.
EL PASO REPAIR SHOP, 208 North Stanton Street. Phone Bell 129.

Awning Shades and Curtains

For Residence and Business Houses.

Tent and Camp Supplies.

Bell 2044. El Paso Tent and Awning Co., 312 S. El Paso St. Auto. 2044.

Bell 116 ICE CREAM Auto 1188
Smith Ice Cream Co. FAMILY ORDERS PROMPTLY DELIVERED.

Bell 20 CARR DRUG CO. Auto 1020
202 Texas St. SURGICAL INSTRUMENTS AND DENTAL SUPPLIES.

Mottled and Fire Brick EL PASO BRICK CO. Dry, Pressed Stock and Wire Cut Brick
HOLLOW BLOCK AND PARTITION TILE; ALL SIZES
P. O. Box 138. Prompt Delivery

HACK and BAGGAGE

"Will be up right away." LONGWELL'S TRANSFER Reasonable Prices.
116 to 120 San Francisco St. Careful Men. Bell 1—Auto 1001

Bell 1054 BAGGAGE and MOVING Auto 1966
"We're there in just a minute." Storage and Packing by careful men at right price.
BELL 1054. ODON'S TRANSFER. AUTO 1966

CASH OR CREDIT

A LITTLE MONEY goes a long way here.
H. L. STEWART FURNITURE CO. Bell 632; Auto. 2106
210-212 South Stanton. AGENTS FOR THE EASY RUNNING WHITE SEWING MACHINE.

Bell 111 RETAIL GROCERIES WHOLESALE Auto 1271
Mail Orders Given Prompt and Special Attention.
CLIFFORD BROS. 307-309 E. Overland St.

Use the

AUTOMATIC TELEPHONE

Secret, Prompt and Accurate. Efficient Service. Reasonable Rates.

RING 1362-CONTRACT DEPT.

ROWE-GIBSON COMPANY

Wholesale Candies 409 South Santa Fe St. Bell Phone 1403. Auto. Phone 1405.

The El Paso School for Girls

Announces the opening of all regular courses. Special classes in Physical Education and in Music are now being organized. The Principal may be seen at any time by appointment.
1111-1115 Terrace St., Sunset Heights. Telephone 2920 M.

HENRY MOHR

CUT RATE HARDWARE

300 S. El Paso St. Guns, Ammunition, Wagon Covers, Builders' Hardware, Tools, all kinds. Saddles, Harness, Cutlery, Tents, Oil Paint, Etc.

CHINO COPPER CO. HAS EXCELLENT PROPERTY

B. D. Nichols Says That Its Product is Superior to Other Great Mines.

"I have just come from the Santa Rita copper camp in New Mexico and in my opinion the Chino Copper company's property is far greater than the Miami or Ray properties of Arizona and will prove far more profitable," says B. D. Nichols at the Zelger.

"I firmly believe that the Santa Rita contains some of the vastest ore bodies in the country."

Quality of Deposits.

"The ore deposits of the Chino carry copper in every known form and character."

"A great deal of the ore is soft enough to be mined by steam shovels without blasting."

"Much of the Santa Rita copper is in a soft tale gangue. For this reason they can be more economically milled."

Ore on the Dump.

"In addition to the vast ore reserves in the mine, the old dumps scattered all over the mountain contain many thousands of tons of ore which still contain a commercial percentage of copper that will supply the big mill a long time."

Preparing for Improvement.

"The mill site is being graded for the foundations, a large force of men being employed. A force of 75 carpenters is working on the houses for the employees at the new town of Hurley, nine miles from the mines by rail-road."

"The mill building will be constructed of concrete, with steel surface, and the plant will be a duplicate of the Miami mill, with an estimated capacity of 3000 tons per day. It will take about 18 months to complete it. The concentrates will be shipped to the El Paso smelter."

AGRICULTURE WORK BY FREDERIC HASKIN

(Continued from previous page.)

of Europe is not perceptibly different from that of similar soils in virgin parts of the United States.

The bureau of entomology deals with the economic relations of the bug creation to the farm. It has been wrestling with the gypsy moth and other pests which threaten to do vast damage.

Last year the bureau cleaned three hundred miles of roadway in New England to make it possible for the moth caterpillars to fall upon passing vehicles and thus travel to new fields.

It has developed a spraying formula in which arsenic is used. It imports parasites from other countries for the purpose of preying upon the pests of various kinds. In exchange for the parasites which are imported from other countries, the bureau sends some of ours to those countries. Lately it has sent lady bug beetles to Spain to eat the Spanish mealy bug, dog tick parasites to South Africa, and bumble bees to the Philippines. The bureau works for the suppression of every harmful insect, and has succeeded largely in its efforts.

Relation of Man and Animals.

The relation of man and the animal kingdom occupy the attention of the bureau of biological survey. It strives to ascertain what birds and animals are harmful to agriculture and to learn what species assist the farmer.

The bureau is waging a crusade against rats, mice, ground squirrels, prairie dogs and other rodents. It has made exhaustive experiments with traps, baits and poisons. It estimates that

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Dr. Lyon's PERFECT Tooth Powder

Used by people of refinement in every part of the world where the use of the tooth-brush is known, for Almost Half a Century.

The ground squirrels of California alone destroy \$10,000,000 worth of farm products in the course of a year, besides being carriers of the bubonic plague. The bureau is encouraging the raising of musk rats and pronounces their flesh highly edible. It has issued bulletins on such subjects as deer farming and fox farming. It supervises the importation of birds and mammals, and has oversight over the 51 bird sanctuaries of the country, into which no hunter may go. It also has charge of the 20,000 acre national Bison range.

The bureau of statistics gathers and publishes the crop statistics of the country. It has a corps of 135,000 crop reporters. Their reports are summarized monthly by a board and carefully guarded so that the information may not get out ahead of time. There is also an office in charge of the experiment station work of the country and another which handles the national phases of good road improvement in the United States.

Tomorrow Department of Commerce and Labor.

LETTERS To the HERALD

(All communications must bear the signature of the writer, but the name will not be published where such a request is made.)

LETTERS

El Paso, Oct. 11, 1910.

Editor of the Herald:

Dear Sir—Please inform me through your paper whether or not the Chicago White Sox ever won the world's championship from the Chicago Cubs.

Yours truly,

W. H. Root.

2114 Myrtle Avenue.

The Chicago American league team, the "White Sox" won the world's championship from the National league, Chicago "Cubs," in 1906.—Ed.

RAINS AT YSLETA COOL ATMOSPHERE

Much Fruit Is Shipped to El Paso for Cold Storage; New Well Sunk.

Ysleta, Tex., Oct. 12.—Since the rainfall Monday the air is decidedly wintry.

Five hundred boxes of Bartlett pears are being hauled to El Paso from the Jensen ranch to be put in cold storage for the winter market.

W. A. Minns has gone to San Antonio on a business trip.

R. E. King and Willie Loewenstein have returned to El Paso after a visit to relatives and friends here.

Mr. and Mrs. J. W. Curd and Misses Bennie McGill and Clara Pool have returned from Van Horn.

School here resumed work on Monday after a week's holiday.

N. D. Bartlett is superintending the digging of the well on the Bacon ranch on the mesa, 15 miles from Ysleta.

Mrs. J. W. Gibbs has prolonged her visit to Kentucky owing to the serious illness of her brother there.

Mrs. Alexander Cechanov kept open house Monday in honor of Mr. and Mrs. Pedro Vigel, who were married at early mass Monday morning.

DOUGLAS MINISTER WITH GOLF TEAM

Will Be One of the Contestants for Championship Here Saturday.

Douglas will have a minister in the lineup of the golf club which is coming to El Paso Saturday to play the El Paso Country club for the championship of the southwest. Rev. E. W. Simonson, who is a golfer of no little ability, will accompany the club and will play in the match game here. Two members of the El Paso team which will compete in the match are:

C. H. Leavell, captain; P. J. Edwards, Dr. James Vance, J. C. Wilmarth, Waters Davis, R. G. Crowder, W. V. Sterling, A. W. Houck, J. F. Williams, E. E. Neff, Garnett King, J. Wright, L. S. Davis, A. P. Coles, H. S. Potter, W. G. Dunn, W. H. Shelton, H. A. McLean, C. A. Beers, W. T. Hixson, Substitutes, G. E. Trost, Van C. Wilson, W. F. Payne.

EL PASO MASONS TO CONFER DEGREES

Scottish Rite to Be Observed Here the Week the Fair Begins.

Announcement of the 10th semi-annual reunion of the Ancient and Improved Scottish Rite of Freemasonry for the valley of El Paso, which is to be held October 24, 25, 26, 27 and 28, are now being mailed to members of the Scottish Rite bodies in El Paso and to prospective candidates for the advanced degrees. During the reunion the degrees from fourth to 32nd will be conferred by the members of the rite in El Paso and will close with the formal banquet.

CLOUDCROFT PERSONALS.

Cloudcroft, N. M., Oct. 12.—Jose Garcia, who has been in the hospital in Alamogordo since his injuries two weeks ago, has come home.

Mrs. C. R. Fleming and little daughter, Mary Helen, who have been spending some months in Cloudcroft, left for Oklahoma.

Miss Marie Cloman, who for several weeks has been visiting her brother, the assistant postmaster, has returned to her home in Houston. Her brother accompanied her as far as El Paso.

Arzela Moser left for La Luz to spend a few days before going to Las Cruces to attend Loretto academy.

Ready for business.—Snyder Jewelry Co.

The Inside Facts of a Shoemaker's Fight with the Leather Trust

Facts We Want Every Reader of This Paper to Know

A shoemaker up in New York State by the name of George F. Johnson learned his trade at the bench.

Over in Massachusetts a young man, H. B. Endicott, who had won his way by hard knocks, became a leather expert and later a leather merchant at Boston.

In 1891 these two men got together. One was an expert in shoes; the other an expert in leather. No two men ever knew their subjects better.

They formed a partnership. They built a shoe factory in Broome County, New York State.

They made good shoes, and they did well. They were up in the country, with no big city rents or high operating expenses. They were plain people themselves, and the money saved in expenses was put into the quality of their shoes.

Everything went well until along in 1893, when certain interests began quietly to buy up tanneries in all parts of the country.

One tannery after another was either closed or taken over and operated by the combination until, like every other shoe concern in the United States, Endicott, Johnson & Co. awoke one day to find themselves in the grip of the Leather Trust.

The price of leather went up. Endicott, Johnson & Co. were no worse off than all other shoe manufacturers, and they paid the advance.

Then they noticed that the leather was not as good as they would like to see it. That touched them on a sensitive spot.

They had stood for the high price. When it came to starving the quality of the leather, they rebelled.

Sole leather is sold by weight, and it began to look like somebody was loading the leather with chemicals instead of feeding it in the tanning and finishing process.

Inside of thirty days Endicott, Johnson & Co. decided to build their own tanneries.

The Trade said they were crazy. It was an unheard-of thing—a shoe concern tanning its own leather—a stupendous undertaking; it meant hundreds of thousands of dollars and almost insurmountable difficulties.

It's a long story—the story of those tanneries with literally miles of masonry and acres of tan-vats. But they were built, and successfully operated.

To-day Endicott, Johnson & Co. are independent of all trusts. They are the only shoe people in the United States that do not pay tribute to the leather combination.

They buy the raw hides in the open markets of the world and tan every foot and pound of leather they use. This not only means a big saving in cost and better tannage, but it means tanning every lot of leather with an eye to the particular shoe that is to be made from it—a great advantage in the working quality of the stock and the wear of the shoes.

Endicott-Johnson Co. have developed processes that double the life of some leathers.

They tan 1000 skins of calf leather every day. They tan nearly 2000 sides of the finest upper leather and 1200 sides of sole leather every day.

Last year, nearly 30,000 shoe stores sold the product of the Endicott-Johnson Co. factories, which is the largest output of any individual concern.

A beautiful town has grown up around this enterprise—the town of Endicott, New York—where five thousand people depend for their livelihood upon the Endicott-Johnson factories and tanneries.

Established in their tanneries, Endicott, Johnson & Co. save the wearer three profits on the leather in his shoes—the hide dealer's profit, the Tanner's profit and the Leather-jobber's profit.

Their last saving to the wearer was to cut out the profit of the wholesale shoe house and sell their shoes direct to the retail store in every town.

The leather in Endicott-Johnson shoes will wear as leather used to wear twenty years ago in the days of honest tanning.

Endicott-Johnson make shoes for the workman and dress shoes as fine as any man wants to wear. They sell school shoes and shoes for women. And because they have cut out four profits between the Tanner and the shoe store they can save the wearer from 50c to \$1.00 on every pair and give him a leather that simply cannot be had in any other shoe.

Now the reader will naturally say, "Why doesn't everybody wear Endicott-Johnson shoes and why doesn't every shoe store sell them?"

Everybody does want to wear Endicott-Johnson shoes as soon as they know about them, and nearly 30,000 shoe stores are selling the goods.

Some dealers are not as quick as others to fall into line.

A retail shoe dealer has his friends and his old

business associates from whom he has been buying goods for years.

He has a store full of other shoes perhaps, and he doesn't like to break into his lines with another make.

Sometimes a shoe dealer likes to have his own name on every pair of shoes and keep the wearer from knowing where they are made. This enables him to keep the matter of profit entirely in his own hands.

It is not always the shoe dealer's fault. Some large wholesale shoe houses pay expert salesmen \$10,000 to \$15,000 a year just because of their ability to go out and sell the retail shoe dealer and keep him satisfied.

Endicott, Johnson & Co. do not employ fancy talent on their selling force; and they are somewhat particular as to the kind of dealer that sells their shoes.

After they have worked so hard to reduce the cost of shoes to the wearer and cut out the four intervening profits they want to do business with the shoe dealer who is willing to sell their goods at a fair living profit—a dealer who would rather make his money by a small margin on many sales than a big profit on a few sales.

The selection of the right dealers to handle the Endicott-Johnson line is a problem just as was the building of their tanneries and the getting rid of the shoe jobber.

Endicott, Johnson & Co. can sell all the shoes they make each year. But their business is growing every year and the future of their business depends upon the service they render to the wearer.

It is a question that the wearer must help them decide.

Now as a buyer and wearer of shoes every reader of this paper has a right to vote on this question of buying shoes independent of all trusts.

Are you content to go on paying four profits on every pair of shoes you buy?

Are you satisfied to pay tribute to the hide trust, the leather trust, the leather jobber and the shoe jobber—and about how long do you think you are going to submit to it?

Would you like to see Endicott-Johnson shoes sold in your town?

If you would, who do you think ought to sell them?

Fill out the coupon below and return it to Endicott, Johnson & Co., Endicott, N. Y.

Endicott, Johnson & Co., Endicott, N. Y.

Dear Sirs:—

I would like to have Endicott-Johnson shoes sold in this town. My choice of a dealer would be

Name

Address

O. G. Seeton & Son

Third and Chihuahua Sts.